Heath Weaver heath.weaver@remote-executive.com

With over two decades of experience in the industry, I have honed a versatile skill set that bridges technical expertise with strategic leadership. My career is marked by a consistent track record of driving innovation and delivering results, making me a strong candidate for roles that demand depth, adaptability, and vision.

Career

Personal project to explore AI at EmailsandDeals.com

2024-Aug – 2024-Dec | Brussels

- Designed and implemented a scalable architecture with 12 Python microservices, achieving a processing rate of 1 email every 5 seconds, enhancing system efficiency and scalability.
- Integrated AI systems for email content review, improving deal extraction accuracy from 80% to 95%, demonstrating problem-solving and innovation in AI application.
- Optimized database and implemented Redis for task queuing, reducing page load times from 18 seconds to under 1 second, showcasing structured and organized project execution.

Managing Director at Essence of Email Agency

2019-Jun – 2024-Mar | Remote (US Clients)

- Overhauled customer segmentation and email strategies, boosting client revenue by 34%, aligning with structured and organized planning to enhance SaaS product demand.
- Implemented AI-powered solutions like Custom GPTs for copywriting, saving 6% annually, demonstrating entrepreneurial problem-solving and process improvement.
- Developed LinkedIn and cross-channel lead generation strategies, gaining 6 clients in under 3 months, showcasing clear communication and collaborative partnership in marketing SaaS products.
- Reorganized teams to better meet client needs, improving client satisfaction by 10%, reflecting empathetic partnership and structured execution of plans.

VP of Marketing at Trilogy Software

2018-Mar – 2019-Jan | Remote (US Timezone)

- Developed marketing assembly lines for 15 SaaS products, enhancing sales enablement materials and ABM strategies, leading to streamlined product launches and improved sales strategies.
- Managed Salesforce migration and training, ensuring data integrity and team readiness, which supported effective ABM strategies and stakeholder alignment.

Managing Partner & Co-Founder at Retorica & The Specialists Agency

2013-Jul – 2017-Jul | Remote

- Developed and implemented client-centric business strategies, enhancing digital presence for clients like Motorola and Virgin Wines, leading to measurable growth in their online engagement.
- Directed a digital growth-hacking division, optimizing digital advertising and websites for startups, resulting in significant improvements in client digital footprints and sales.

Director, Europe at High Position Agency

2010-Mar – 2011-May | Partially Remote

• Developed and implemented a business strategy focusing on client differentiation and integrated online marketing, resulting in a 75% revenue increase and 40% reduction in customer churn.

Head of Search Engine Marketing, Europe at Sony eCommerce Europe

2007-Jun – 2010-Feb | Brussels

• Aligned European search activities by building relationships with local marketing teams, resulting in a 103% lift in search traffic year-on-year, demonstrating structured and organized planning and execution.
• Coordinated Pan-European search campaigns across 16 local country marketing teams, achieving top 5 listings for high-volume keywords, showcasing ability to recognize patterns and synthesize information for creative solutions.
• Increased Direct Sales by 300% over three years through effective management of Search Marketing program, highlighting entrepreneurial approach to proactively identify opportunities and improve outcomes.

Manager, Finance at Sony VAIO Europe

2003-Sep – 2007-Jun | Brussels

• Structured and executed a worldwide Marginal Profit analysis, enhancing profitability insights by country/product/dealer, leading to NIBT growth.
• Developed and implemented a 'locomotive' strategy, turning VAIO's operational profit from 0% to 5% in 3 years, as highlighted in Sony's annual report.
• Streamlined financial processes through automation, reducing monthly workload by 4 days and improving reporting accuracy, supporting VAIO's profitability turnaround.

Financial Analyst and Investor Relations at Charlotte Russe

2002-Sep – 2003-Apr | San Diego

• Automated reporting using Excel VBA (Macros), enhancing management productivity by streamlining data analysis and presentation, aligning with the need for structured and organized planning and execution.

Education

Dixie State University - in Business Administration with Accounting and Marketing Emphasis

1997-Aug – 1999-Apr | St. George, UT

Skills

Business Development:

Sales Strategy • Client Retention • Revenue Growth • Business Operations • Strategic Planning • Cost Optimization • Performance Analysis

Finance & Business:

Financial Analysis • Investment Advisory • Series 7 Licensed • Investor Relations • Budget Management • Revenue Optimization • Profitability Analysis • Strategic Partnerships • Client Relations • Sales Operations • Market Analysis

Leadership & Management:

Team Leadership • Performance Management • Business Strategy • Process Optimization • Client Relationship Management • Project Management • Change Management • P&L Management • Six Sigma • Strategic Planning

Marketing & Digital:
Digital Marketing Strategy • Email Marketing • Lead Generation • Client Acquisition • Customer Segmentation • Multichannel Marketing • Digital Advertising • Campaign Management • Copywriting • SEO/SEM • Content Strategy • Marketing Automation • Growth Marketing • Performance Marketing • Marketing Analytics • Brand Development • Social Media Marketing • Marketing Operations • ABM Strategy

Technical:
AI Implementation • Custom GPT Development • Process Documentation • Digital Optimization • Testing & Analytics • SQL • Python • Deno • PostgreSQL • Vector Databases • AI/ML Integration • Tableau • SAP • Excel VBA • API Development

Languages:
English (Native) • French (Basic) • Italian (Learning)

This CV/Resume was tailored to this position with an AI agent that I built myself. If you'd like to chat with that agent and get more insight into my profile, please visit heathweaver.com/career and enter the code: 87195aaee1797abfd5b5